

REMARKS

Amendments

Amendments to the Claims

Applicant has amended the claims to more particularly point out what Applicant regards as the invention. Specifically, Applicant claims a database containing entries for products and supplemental information that is particular to a user, with the supplemental information being correlated to the entries for the products. No new matter has been added as a result of these amendments because they are supported in paragraph 26, *et seq.*

Objections

To the Claims

The Examiner objected to claims 28, 34 and 40 because of informalities. Applicant has amended the claims to correct the informalities and respectfully requests the withdrawal of the objection to claims 28, 34 and 40.

Rejections

Rejections under 35 U.S.C. § 103

Claims 17-18, 21-24, 27-30, 33-36 and 39-40

Claims 17-18, 21-24, 27-30, 33-36 and 39-40 stand rejected under 35 U.S.C. § 103(a) as obvious over U.S. Patent 6,697,838 to Jakobson et al. (previously cited) in view of U.S. Patent 6,237,039 to Perlman.

Jakobson allows a user to create and display notes specific to a web page. The notes are stored locally on a user's computer and are displayed in a separate frame from the web page.

Perlman disclosing downloading product advertisements to a user's computer during web browser idle periods. The advertisements are displayed to the user while the user is waiting for the browser to load a new page. Perlman does not disclose that the advertisements are related to the page being loaded and Perlman does not disclose that the advertisements are specifically targeted to the user.

The Examiner asserts that Jakobson and Perlman can be combined by modifying the user notes taught by Jakobson to include the product advertisements taught by

Perlman. However, Jakobson specifically states that his invention is directed toward allowing a user to annotate a web page (Jakobson: col. 2, lines 19-22). There is nothing in Jakobson that suggests modifying a user's notes to include data created by someone else. Thus, modifying Jakobson's notes to include downloaded product advertisements would change the principal of operation of Jakobson. Accordingly, the combination of Jakobson and Perlman is improper [MPEP: 2143.01 VI].

Furthermore, neither reference discloses correlating supplemental information particular to a user with products in database on a device that displays a web page to the user as claimed. Therefore, the combination fails to teach or suggest each and every limitation of Applicant's invention as claimed.

Accordingly, Applicant respectfully submits that the claims 17-18, 21-24, 27-30, 33-36 and 39-40 are not rendered obvious by the combination of Jakobson and Perlman, and requests the withdrawal of the claims under 35 U.S.C. § 103(a) over the combination.

Claims 19-20, 25-26, 31-32 and 37-38

Claims 19-20, 25-26, 31-32 and 37-38 stand rejected under 35 U.S.C. § 103(a) as being obvious over Jakobson and Perlman in view of U.S. Patent No. 6,014,635 to Harris et. al. (previously cited). Claims 19-20, 25-26, 31-32 and 37-38 depend from one of independent claims 17, 23, 29 and 35. Jakobson and Perlman does not teach or suggest Applicant's invention as claimed in claims 17, 23, 29 and 35. Harris is directed towards providing a discount credit based transition network and contains no disclosure directed toward supplemental information particular to a user with products in database on a device that displays a web page to the user. Because Harris does not teach or suggest this claimed element that is missing in the Jakobson and Perlman combination, the Jakobson, Perlman and Harris combination cannot be properly interpreted as disclosing Applicant's invention as claimed in claims 19-20, 25-26, 31-32 and 37-38.

Moreover, adding Harris to the combination of Jakobson and Perlman does not resolve the issue that causes the Jakobson and Perlman combination to be improper. Thus, the combination of Jakobson, Perlman and Harris is also improper.

Therefore, combination of Jakobson, Perlman and Harris cannot render obvious Applicant's claims 19-20, 25-26, 31-32 and 37-38, and Applicant respectfully requests

the withdrawal of the rejection of the claims under 35 U.S.C. § 103(a) over the combination.

SUMMARY

Claims 17-40 are currently pending. In view of the foregoing amendments and remarks, Applicant respectfully submits that the pending claims are in condition for allowance. Applicant respectfully requests reconsideration of the application and allowance of the pending claims.

If the Examiner determines the prompt allowance of these claims could be facilitated by a telephone conference, the Examiner is invited to contact Sue Holloway at (408) 720-8300 x3476.

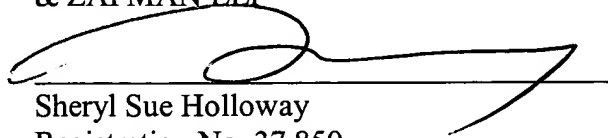
Deposit Account Authorization

Authorization is hereby given to charge our Deposit Account No. 02-2666 for any charges that may be due. Furthermore, if an extension is required, then Applicant hereby requests such extension.

Respectfully submitted,

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